

Supplemental Table S5: Process Evaluation Standards for Reach on Social Media and Text Messaging during Wave 2

Facebook	Low	Med	High
Average # of paid total reach ⁱ /month	<400	400-600	600+
Average # of organic total reach ⁱ /month	<100	100-200	200+
# of new page likes/month	<100	100-200	>200
% of our people reached from Baltimore taken per month	<70%	70-85%	>85%
% of our fans from Baltimore taken per month	<70%	70-85%	>85%
Texting	Low	Med	High
% of families sign up for text-messaging	<70%	70-80%	>80%
% of BHCK enrolled families receive an invitation to join the text-messaging program	<80%	80-90%	100%
Twitter	Low	Med	High
Total Impressions ⁱⁱⁱ /week	<5,000	5,000 – 15,000	>15,000
Weekly Impressions from Campaigns (Boosts) ^{iv}	<7,500	7,500-10,000	>10,000
# new twitter followers/month	<10	10 to 20	>20
# net follower growth/ week	0-3	3 to 5	≥6
# of New Followers from Campaigns (Boosts)/week	<5	5 to 10	>10
# of Profile visits/month	<540	540-750	>750
Instagram	Low	Med	High
# of people reached per Campaign (Boost) ^v	<20,000	20,00-25,000	>25,000
# of new followers/month	<300	300-450	>450
ⁱ Paid reach is the total number of unique people that saw a boosted post through as a result of ads ⁱⁱ Organic reach is the number of unique people that saw a post through unpaid distribution ⁱⁱⁱ Twitter defines impression to be the number of times your content was seen, versus the number of people who have seen your content (reach). ^{iv} Twitter Campaigns are equivalent to Facebook boosts, in that it is a paid post that can appear higher up on your target audience's NewsFeed ^v Instagram Campaigns, equivalent to Facebook Boosts, and paid posts that are promoted on Instagram to a target audience of the user's choosing			